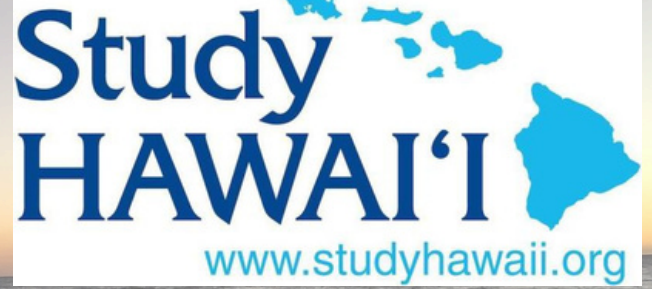


Summer 2025 Newsletter



SOCIAL MEDIA PROMOTION

Study Hawai'i has expanded its efforts to promote member schools through our social media platforms - Instagram, Facebook, and X. Our social media coordinator, Dre Lugo, is reaching out to all members to solicit content that we can re-share to spotlight your programs and achievements. To boost visibility, we've also integrated our Instagram feed directly into our Study Hawai'i website. Through Dre's efforts we have seen a gradual increase in engagement, especially on Instagram. We are eager to feature all of our member institutions and encourage you to participate by inviting Study Hawai'i to be a collaborator on your school's Instagram posts. To learn how to do this, check out this helpful [YouTube tutorial](#).



Study Hawai'i Pau Hana

FRIDAY AUGUST 1, 5:00 PM

**SAVE THE
DATE**

PAU HANA

WITH THE
**Study Hawai'i
Educational Consortium**



We warmly invite you & a guest to join us for
an evening of food, fun, and festivities!

The Old Spaghetti Factory

**Friday, August 1, 2025 at
5PM
Dinner provided**

Invitations will be emailed next week

www.studyhawaii.org



NAFSA National Conference

Study Hawai'i was well represented at the annual NAFSA national conference held in San Diego from May 27-30. Once again, we shared a booth with other state consortia in the U.S. Commercial Services pavilion, showcasing the unique benefits of studying in Hawai'i. A heartfelt mahalo to Jennifer Ontai for her dedication and long hours staffing the booth, as well as to Sara Sato and Todd Shumway for organizing the volunteers. Throughout the conference, we shared lei, chapstick, and stories about why Hawai'i is such an exceptional destination for international students with hundreds of other NAFSA attendees from all over the world. We hope to see you at next year's NAFSA conference in Orlando!





NAFSA | PURPOSE
2025 | PLACE
ANNUAL CONFERENCE & EXPO | PARTNERSHIP
MAY 27-30, SAN DIEGO, CA USA

Soak Up the Sun and Fun in San Diego!

NAFSA.ORG/NAFSA2025



Study Hawai'i Speaker Series

Study Hawai'i inaugurated a new Speaker Series this last fall, kicking off with a presentation by our Social Media Coordinator Dre Lugo on improving social media outreach to international students. The series also featured Joseph Roos from DBEDT on the annual economic impact survey, Vinnie Flores from EducationUSA on leveraging EdUSA services to strengthen recruitment, and Vanessa Sophia Verworn from ICEF, who shared strategies for effectively managing agent relationships as part of an overall recruitment strategy. We look forward to continuing the series in the upcoming academic year. If you have a suggestions for a speaker who can support our efforts to improve international student recruitment, let us know!



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Best Practices for Social Media

Ms. Andrea "Dre" Childs, is the Outreach Coordinator for Study Hawai'i. Dre has over 10 years of experience in Business Development and Marketing.



Webinar Highlights:

- Improve your brand
- Engage audience
- Content strategy
- Community Building
- Analytics & Data

WEDNESDAY, OCTOBER 16, 2024

12:00PM-12:45PM





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Economic Impact Survey

Joseph Roos is the Economics Research Branch Chief for the Department of Business, Economic Development & Tourism Research & Economic Analysis Division (DBEDT). He started his career working for a Japanese trading company in Japan, Alaska, and Washington State. He then continued onto graduate school and received his master's degree in Economics from Oita University in Japan and a Ph.D. from the University of Washington. As a Fulbright Scholar, he conducted research on innovation and the impact on Japan's housing market. In addition to DBEDT, Joseph has held positions with the USDA and University of Washington.



Webinar Highlights:

- Overview of Hawaii's Economy
- International Student Survey
- Future Opportunities
- Questions & Answers

WEDNESDAY, DECEMBER 11, 2024

12:00PM-12:45PM





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Education USA

Vincent "Vinnie" Flores is the EducationUSA Regional Manager (REAC) for Northeast Asia and the Pacific, covering Australia, China, Fiji, Hong Kong & Macau, Japan, Marshall Islands, Micronesia, Mongolia, New Zealand, Palau, Papua New Guinea, Samoa, South Korea, Taiwan, Tonga. Originally from Sinajana, Guam, Vincent has lived in South Korea for nearly 25 years, working in various positions in the field of education.



Throughout his career, he has worked extensively to build youth programs that encourage creativity, provide unique educational opportunities, and promote cultural exchange.

12:00PM-1:00PM

WEDNESDAY, FEBRUARY 26, 2025



Webinar Highlights:

- Utilize EducationUSA in international student marketing efforts
- Insight on evolving international student market in East Asia & Pacific

- Opportunities & challenges for Hawai'i schools
- Question & Answer



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ICEF USA

Vanessa Sophia Verworn holds the position of ICEF Business Development Manager for USA & Canada, consulting and working with new and existing clients using agents to maximize international student recruitment. Having worked in the secondary education space for the past 10 years, she brings a practiced expertise in international recruitment, case development, implementation for an admission cycle and strategic client support.



She also previously held a position at a private secondary boarding school in Canada, where she was the international admissions officer overseeing hundreds of international students and actively working with agencies to recruit students for the school. She is a student market development specialist that looks at global and economic trends and develops an international strategy to increase enrollments.

12:00PM-1:00PM

WEDNESDAY, April 9, 2025



Creative Solutions & Strategies to Engage & Work with Your Student Recruitment Agents

- How to use incentives with Agents

- Navigating Consistent Communication Challenges

Coming This Fall:

Virtual Recruitment Fair

October 2025



HEC ハワイ留学支援センター
Hawai'i Education Study Abroad Support Center



Once again this fall, Study Hawai'i and HEC: Hawaii Education Study Abroad Support Center in Tokyo, Japan will collaborate on a virtual fair for Japanese students who want to study in Hawai'i. All Study Hawai'i members will be able to register for the fair. Please watch your emails for more information about how to register and participate in this exciting event!

Study Hawai'i Membership

We want to send a big mahalo to all Study Hawai'i members for supporting our work to promote Hawai'i as the **best classroom in the world!** Here is a list of the 2025 Study Hawai'i ohana.

2025 Members

High Schools

Hanalani Schools
Sacred Hearts Academy
St. Andrews Schools

Language Schools

Global Village Hawaii
UH Mānoa Hawaii English Language Program
UH Mānoa Outreach College International Programs

Community Colleges

Hawaii Tokai International College
UH Hawai'i Community College
UH Kapiolani Community College
UH Kauai Community College
UH Leeward Community College
UH Maui College /Maui Language Institute

Universities

Chaminade University
Hawai'i Pacific University
UH Hilo
UH Mānoa Office of Global Exchange
UH West Oahu
University of Hawai'i System